



GAIL FARBER, Director

COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

900 SOUTH FREMONT AVENUE
ALHAMBRA, CALIFORNIA 91803-1331
Telephone: (626) 458-5100
<http://dpw.lacounty.gov>

ADDRESS ALL CORRESPONDENCE TO:
P.O. BOX 1460
ALHAMBRA, CALIFORNIA 91802-1460

IN REPLY PLEASE

REFER TO FILE:

A-0

LOS ANGELES COUNTY WOMEN'S LEADERSHIP CONFERENCE 2015

The County of Los Angeles Department of Public Works Women's Leadership Council, along with 13 supporting County Departments, is proud to host its sixth annual Los Angeles County Women's Leadership Conference on December 10, 2015, at the beautiful Pasadena Convention Center. The Conference brings together a broad spectrum of like-minded professionals to network and learn from leaders in government, business, and community. We anticipate over 600 attendees from County departments, outside agencies, and the general public to participate in our Conference.

The conference continues to grow in popularity and therefore provides a unique marketing opportunity for you and your company, enabling you to reach hundreds of professionals and household decision makers.

With this opportunity in mind, Director Gail Farber and the Women's Leadership Council invite you to join us for this exciting and innovative event as a conference sponsor. A variety of conference sponsorship packages have been created and can be reviewed in the enclosed materials.

You may reserve a sponsorship opportunity by contacting Kirhan Cheng of Innovate Marketing Group at Kirhan@innovatemkg.com. We can also answer any additional questions about the conference. Please contact us at tharamoto@dpw.lacounty.gov or cwartman@dpw.lacounty.gov. Thank you in advance, and we look forward to working with you as a sponsor for the Women's Leadership Conference.

Enc

Sponsorship Levels Summary

DETAILS		EXHIBITOR BOOTH \$600	BRONZE \$1,500	SILVER \$2,500	GOLD \$4,000	PLATINUM \$5,000	DIAMOND \$10,000	PRESENTING \$20,000
Exhibit booth (includes 2 complimentary lunches for exhibit staff)	We will provide one 6' table with table cloth and 2 chairs; includes 2 complimentary lunches for individuals manning the exhibit booth	✓	✓	✓	✓	✓	✓	✓
Your company logo on all printed marketing materials	Your company logo will be printed on the conference flyer and program booklet		✓	✓	✓	✓	✓	✓
Recognition announcement of your company at event	Your company will be mentioned as a sponsor by a conference ambassador one time throughout the program		✓	✓	✓	✓	✓	✓
Your company's marketing materials (brochures, product sampling, giveaways) inserted inside all goody bags	One product brandishing your company's logo will be included in each goody bag to be distributed to attendees. You will be informed of the number of participants 6 weeks before the conference date			✓	✓	✓	✓	✓
Your company identified on all online marketing materials	Your company logo will be included in all e-mail blasts to attendees including conference updates			✓	✓	✓	✓	✓
Link to your Company's website on event website	Your company logo will be included on the conference website. The logo will provide a link to the company website				✓	✓	✓	✓
Half-page ad in the event program	One half-page ad in the program booklet to advertise your company and services (Deadline to provide ad is October 1, 2015)				✓	✓		
Prominent exhibit booth	One 6' table with table cloth and 2 chairs, includes 2 complimentary lunches for individuals manning the exhibit booth. Booth will be located in a prominent position outside of the main hall				✓	✓	✓	✓
Your company will be mentioned on media releases	Your company will be mentioned in radio, television, journal, and paid ads					✓	✓	✓
Opportunity to introduce a conference speaker	One person from your organization will be given the opportunity to introduce a conference speaker. Speaking points to be provided by the conference committee					✓	✓	✓
Full-page ad in the event program	One full-page ad in the program booklet to advertise your company and services (Deadline to provide ad is October 1, 2015)						✓	✓
Prominent display of your company logo at event	Your logo will be displayed on signs in main foyer and main ballroom, and will be included in the conference power point presentation						✓	✓
Prominent luncheon table (includes 8 complimentary lunches)	One table will be reserved in Section A, includes 8 complimentary lunches						✓	✓
High visibility on 2015 Conference webpage of the conference website	Company Logo will be prominently displayed on the 2015 Conference web page of the conference website						✓	✓
Speaking opportunity to promote your company to audience	One member of your organization will be allotted 3 minutes to address the audience. Speaking points to be approved by conference committee							✓
Presenting Title (e.g. Presented by...)	The conference title will be followed by "Presented by Your Organization". The presenting title will be included in all marketing materials including flyers, website, program, name tags, etc.							✓
Logo on Goody Bag	Company Logo will be printed on all goody bags							✓



LOS ANGELES COUNTY WOMEN'S LEADERSHIP CONFERENCE

December 10, 2015

SPONSORSHIP REGISTRATION FORM

- ☐ Presenting- \$20,000
- ☐ Diamond - \$10,000
- ☐ Platinum - \$5,000
- ☐ Gold - \$4,000
- ☐ Silver - \$2,500
- ☐ Bronze – \$1,500
- ☐ Exhibitor Booth \$600
- ☐ Other Sponsorship Opportunities
 - ☐ Door Prize (specify): _____ Value: _____
 - ☐ Goody Bag Item (specify): _____ Value: _____

Organization Name _____

Contact Name _____

Contact Address _____

City _____ **State** _____ **Zip** _____

Telephone No. _____ **Email address** _____

Make checks/money orders payable to: **Public Works Women's Leadership Legacy Conference**

Mail to: Los Angeles County Women's Leadership Conference
P.O. Box 32644 Los Angeles, CA 90032

Phone: (626) 817.9588 | email: Kirhan@innovatemkg.com

Sponsorship commitment deadline: July 31, 2015

Thank you for your contribution and we look forward to working with you

Visit our website at <http://dpw.lacounty.gov/general/leadershipconference>

**Your Ad in the Program Booklet
(Due by Thursday, October 1, 2015)**

Full-Page Ad
5.25" x 7.75"

\$800 (*Color*)
\$500 (*Black & White*)

Half-Page Ad
5.25" x 3.875"

\$400 (*Color*)
\$275 (*Black & White*)

Send ad to:

kirhan@innovatemkg.com

Acceptable formats:

PDF preferred

(Please include Ps, iD, or Ai file)